ABSTRACT

Automatic color adjustment having few side effects on memory colors is carried out.

An image processing apparatus of correcting the color of a specific range of a pixel signal for each pixel included in an input image signal, comprises an intensity determination means 200A of generating a correction intensity that is small on the periphery of the color region of the specific range on the basis of two chromaticity signals excluding a luminance component and large in the vicinity of the nearly central portion of the range in the pixel signal, a target color setting means 400A of setting a target color depending on which the pixel signal is corrected, a correction degree setting means 600 of setting correction degree by also using information, other than pixel information, included in the pixel signal, and a correction means of making the image signal close to the target color depending on the correction intensity output from the intensity determination means 200A and the correction degree output from the correction degree setting means 600.